

Home Visitation Leadership Advisory Coalition
November 18, 2015
10:00 a.m. to 12:00 p.m.
ODSH Room 806
Minutes

Central Office Attendance:

Sheri Brack, OCCHD/FIMR
Ryley Good, OSDH/FSPS
Lisa Hamblin, OSU Extension
Tiffany Holmes, OSDH/FSPS
Daryn Kirkpatrick, OHCA
Vicki Land, Smart Start OKC
Brooke Layton, OSDH/FSPS
Vicki Long, Garvin County Children First
Yolanda Lucero, OKCPS PAT

Jeri Mitchell, OCCHD/Children First
Sarah Njuguna, Parent Promise
Benson Plavil, UCO
Cyd Roberts, SmartStart OK
Sherie Trice, OSDH/FSPS
Mindy Turner, Bethany PAT
Janis Williams, Positive Parents
Susan Williams, Parent Promise

VideoConference Attendance:

Cleveland County: Angela Stout, Healthy Families America

Cherokee County: Sarah Franke, Help-In-Crisis

Comanche County: Wanda Smith, parentPRO

Hughes/Seminole County: Beverly Washington, Youth & Family Services for Hughes & Seminole Counties Great Beginnings

Kiowa County: April Davis and Emma Shandor, Great Plains Youth and Families

Marshall County: Brook Pruitt, Children First

McCurtain County: Marilyn Walden and Barbara Battiest, Healthy Families America

Muskogee/Okmulgee County: Jackie Miller, Okmulgee-Okfuskee Children and Parents Program

Seminole County: Beverly Washington

Tulsa County: Amanda Borgan, parentPRO; Donna Holladay, Healthy Families America; Brandi Velella, Learning at Home

Woods County: Brenda Rose, Northwest Family Services

Announcements:

- **The Raising of America** documentary by California Newsreel is being shown on OETA during the month of November; promotional postcards are available on website as well as via OSDH/FSPS while they last. <http://www.raisingofamerica.org/>
- Hard copies of the Blue Ribbon Tree postcards are available, email sheriet@health.ok.gov for your supply. Also available electronically at this link: <https://www.ok.gov/health2/documents/2016%20BRT%20POSTCARD%20FINAL%20all%20one%20one%20page.pdf>
- CAP Action meeting Friday December 4th at the OCCHD Wellness Campus, 2016 meeting calendar available at this link: <https://www.ok.gov/health2/documents/CAP%20ACTION%20PLANNING%20CALENDAR%202016%20New.pdf>

Special Presentations:

- ***Text4Kids in Oklahoma:*** Daryn Kirkpatrick, Director Office of Creative Media & Design Oklahoma Health Care Authority
- **Connect4Health:** Mobile Outreach Program connecting SoonerCare members to valuable health information and resources.
 - Integrated suite of proven digital population health programs:
 - text4baby: Maternity
 - text4kids: Pediatrics
 - txt4health: Adult Health
 - care4life: Diabetes
 - text2quit: Smoking
- **Text4baby Overview**
 - Text BABY to 511411 for English and bebe 511411 for Spanish to enroll
 - Digital support service for pregnancy and baby's first year
 - 3+ messages per week
 - Proven outcomes: knowledge, behavior, pre- and post-partum care, well child visits, immunization coverage
 - English and Spanish
 - The only free texting service in the US
- **Text4baby CMS Project**
 - Center for Medicaid/Medicare Services
 - Customized Text4baby messages
 - SoonerCare benefits
 - Connect to statewide resources
 - Ad hoc messages
 - Innovative enrollment strategies: trying to get as many clients enrolled as possible
 - Partner outreach
 - Auto-notification process for SoonerCare members
 - Evaluate impact on core quality measures
- **Text4baby Interactive Messaging (1st year)**
 - Free national program
 - Only goes to one year of age
 - With the George Kaiser Foundation, OHCA, and Voxiva giving a good rate to continue the program beyond year one.
 - Messaging rates do apply for text4kids, and messages will not be as frequent
- **Text4kids Overview**
 - For ages one-18
 - 10-200 messages per year based on age of child
 - Personalized for each child
 - Available in Spanish
 - Connected to SoonerCare ID numbers
 - Easy way to see if children are getting immunizations and well-child visits

- **Text4kids Target Outcomes (one-18)**
 - Shares more information than text4baby and is more personal (*i.e. James' appointment is coming up soon. Have you scheduled it? Yes or No. Do you need a ride?*)
 - Well-child visits in the first 15 months of life
 - Well child visits in the 3rd, 4th, 5th & 6th years
 - Childhood immunization status
 - Weight Assessment & Counseling for Nutrition & Physical Activity for Children/Adolescents
 - Adolescent Well-Care Visits
 - Immunizations for Adolescents
 - Human Papillomavirus Vaccine for Female Adolescents
 - Lead Screening in Children
- **Summary:**
 - Text4kids and other mobile services are still being worked out to see how people can enroll for the programs
 - Clients must be enrolled in SoonerCare to participate in these programs.
 - For more information you can contact Daryn Kirkpatrick via email at: Daryn.Kirkpatrick@okhca.org
- **True Colors:** Lisa Hamblin, Extension Educator, Family and Consumer Services Oklahoma County OSU Extension Center
 - True Colors (personality) is a personality profiling system created by Don Lowry in 1979. It was originally created to categorize four basic learning styles using the colors Blue, Orange, Gold, and Green to identify the strengths and challenges of these core personality types.
- **BLUE: "Do you need a hug?"**
 - **Personality Traits:**
 - Nice, Easy Going, Get along with others, Caring & nurturing, Like reading, music, and art, Express feelings openly, Honest, Devoted, Happy and loving, Sensitive, Supportive of friends, Inspirational, Spiritual, Creative.
 - **Their Employee Character:**
 - Works best in a group setting, Needs to be valued and reassured, Is sensitive to rejection and conflict, Is verbal and good with languages, Is imaginative and abstract.
 - **Your Leadership Character:**
 - Generates enthusiasm and energy, Makes you a natural democratic leader, Activates intuitively on your personnel's Strength.
 - **Your Concept of Success Emphasizes**
 - Authenticity, Harmony, Uniqueness, Self-actualization, Cooperation, Personal Relationships.
- **Orange: "Where's the Action!"**
 - **Personality Traits:**
 - Free & Spontaneous, Likes fun & Excitement, Social, Games and Contests, Likes to perform, Learns by doing, Don't like rules, Bold & Adventurous, Lives day to

- day, Impatient, Act on impulse, Test limits, Change, Lots of Charisma, Solve problems and negotiate.
- **Their Employee Character:**
 - Learn by doing, Needs immediate results, Is competitive and physical, Enjoys being “on stage” Acts impulsively.
- **Your Leadership Character:**
 - Welcomes change and risk-taking, Deals Quickly with concrete problems, Lives fully in the immediate moment, Receives high productivity from your staff, Enjoys being the flexible, practical diplomat.
- **Your Concept of Success Emphasizes:**
 - Action, Skill, Variety, Performance, Fun, Freedom.
- **GOLD: “Plan Ahead”**
 - **Personality Traits:**
 - Prepared and thorough, Order, Routine, Money & Security, Follows rules, Rewards, Can be counted on, Care for others, Like to be useful, Value family and home, Traditional, Parental, Practical and sensible, Generous, Loyal.
 - **Their Employee Character:**
 - Emphasizes punctuality and dependability, Respects rules, Thinks problems through before making a decision, Thrives on routine and orderliness, has a strong sense of right and wrong.
 - **Your Leadership Character:**
 - Sets up policies, procedures, and rules, Is the backbone of the organization, Gives meticulous attention to detail, Encourages team efforts, Supports traditional values.
 - **Your Concept of Success Emphasizes:**
 - Conformity, Tradition, Trust, Society, Discipline, Decisiveness.
- **GREEN: “I’ll think about it”**
 - **Personality Traits:**
 - Curious, Ask Questions, Enjoy learning, Get bored easily, Need time alone, Follow rules if they make sense, Calm & Reserved, Admire Intelligence, Like challenges and to figure things out, Don’t like to repeat things, Perfectionist, Think in terms of future.
 - **Their Employee Character:**
 - Is logical and theoretical, Is driven to understand, Enjoys learning independently, Needs to be challenged, Is curious and conceptualizing, Uncomfortable with a lot of people.
 - **Your Leadership Character:**
 - Takes pride in technical know-how, Is super analytical, Enjoys the complicated, Utilizes maximum self-control, Takes a logical approach to knowledge.
 - **Your Concept of Success Emphasizes**
 - Clarity, Principle, Competence, Potential Intelligence, Logic.

Click here for 2016 Calendar of meeting dates →

<https://www.ok.gov/health2/documents/CAP%20ACTION%20PLANNING%20CALENDAR%202016%20New.pdf>

Please see attached Power Point

Meeting Adjourned at 11:30 am

Connect4health



Connecting SoonerCare members to valuable health information and resources



Daryn Kirkpatrick
Director, Office of Creative Media & Design





CONNECT4HEALTH

An integrated suite of proven digital population health programs

 Maternity
  Diabetes

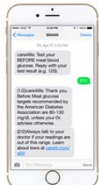

 Pediatrics
  Smoking



 Adult health





TEXT4BABY OVERVIEW

- Digital support service for pregnancy and baby's first year.
- 3+ Messages per week
- Proven outcomes: knowledge, behavior, pre- and post-partum care, well child visits, immunization coverage
- English and Spanish
- The only free texting service in the US

 Interactive Text
  App

 Web & Video
 

TEXT4BABY CMS PROJECT

- Customized Text4baby messages
 - SoonerCare benefits
 - Connect to statewide resources
 - Ad hoc messages
- Innovative enrollment strategies
- Partner outreach
- Auto-notification process for SoonerCare members
- Evaluate impact on core quality measures



OKLAHOMA TEXT4BABY ENROLLMENT: NATIONAL LEADER

- In October of 2014, OHCA began sending automatic SMS notification messages informing members of Text4baby
- More than 9,000 new enrollments as a result
- OK earned first place in the nation for Text4baby enrollments, enrolling 106 per 1,000 estimated new pregnant women and moms into the service

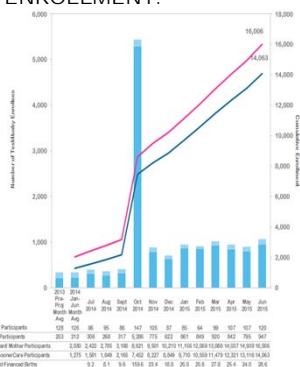


Figure 1: Text4Baby participants who enrolled between July 1, 2014, and June 30, 2015, by month, with estimated SoonerCare status and ration per 1,000 Medicaid-financed births, and cumulative enrollment since project launch, pregnant women and mothers, Oklahoma

TEXT4BABY INTERACTIVE MESSAGING (1ST YEAR)

Post-Partum Visit	Depression	Nutrition	Safe Sleep
text4baby: Don't forget your Dr. is visit 3-6 weeks after giving birth. Your Dr. will tell you how your body is healing & talk about how you are feeling. Ask about birth control. You can get pregnant even before period is back. Drs. say wait 18 months between pregnancies for your body & baby's health.	text4baby: If "baby blues" don't go away, it may help to join a support group for moms with postpartum depression. Call 800-944-4773 & talk to your provider.	text4baby: Baby will tell you he's hungry by sucking his hands or smacking his lips. For info on feeding & weight gain visit text4b.org/019. If breastfeeding hurts or you need help with positioning, latch, or milk supply, call your healthcare provider, lactation consultant, or 800-944-4773.	text4baby: Get a crib to keep baby safe. The safest way for baby to sleep is on his back in a crib near your bed. Video tips on safe sleep: text4b.org/106
Oral Health	Dev. Milestones	Learning	Safety
text4baby: Keep baby's mouth healthy! Never put baby to bed with bottle of sugary liquid (milk, juice). It causes tooth decay. Info: text4b.org/062. Baby should get teeth soon! Experts recommend dentist appt by 1 year. Until then you can brush baby's gums with a small, soft toothbrush and water each day.	text4baby: Baby should be able to move their arms & legs together, hold head up & smile at you! Questions? Ask Dr. at 4 month visit or call 800-911-2229. At the 4 mo visit, ask Dr. for the results from baby's hearing test. If baby has trouble hearing, ask Dr. about "early intervention" services to help.	text4baby: You are your baby's first teacher! When you feed your baby, talk to your baby, calm your baby when crying, you are building your baby's brain. For videos that show you how to bathe baby, feed diaper rash, or trim baby's nails, visit text4b.org/100.	text4baby: The temperature in a car can rise 20 degrees in 10 min & kid's bodies can heat up 5 times faster than adults. NEVER leave baby in a car alone. Keep baby out of the sun and covered. Sunscreen is not safe until 6 months old.

TEXT4KIDS OVERVIEW

- Digital support service for parenting
- Ages 1-18
- 10-100 messages per year based on age
- Personalized for each child
- English and Spanish
- Based on Bright Futures guidelines
- Developed in collaboration with American Academy of Pediatrics



Key Quality Measures:

- Well-Child Visits
- Dental visits
- Immunizations
- Healthy Weight & Activity
- Developmental Milestones
- Anticipatory Guidance



TEXT4KIDS TARGET OUTCOMES (YEARS 1-18)

Year 1 2 3 4 5 6 7 8 12 18

- Well-Child Visits in the First 15 Months of Life
- Well Child Visits in the 3rd, 4th, 5th & 6th Years
- Childhood Immunization Status
- Weight Assessment & Counseling for Nutrition & Physical Activity for Children/ Adolescents
- Adolescent Well-Care Visits
- Immunizations for Adolescents
- Human Papillomavirus Vaccine for Female Adolescents
- Lead Screening in Children



TEXT4KIDS INTERACTIVE MESSAGING (YEARS 1-18)

Year 1 2 3 4 5 6 7 8 12 18

Well Child Visits

text4kids: Wow, James is almost 2! His Dr's visit is coming up soon. Have you scheduled his 3 year visit yet? Reply 1 for Yes or Reply 2 for No.

text4kids: Don't forget, the 2 year well visit is a big one! Talk to the Dr. about toilet training, talking & testing for lead. Bring questions! If you haven't scheduled his 2 yr well visit yet, call the Dr. today & set an appointment. Reply REMIND to set up a text reminder.

text4kids: Hi! Text4kids hopes you and James are doing great today! Did he have his 2 year well visit yet? Reply 1 for Yes or Reply 2 for No.

Immunizations

text4kids: Wow! Lizzie is almost 5 and may be off to school this year! Ask Dr. if she is up to date on shots. Lizzie'll need her shot record to start school. Ask for a copy of her shot record for school at the next Dr's visit. Did you schedule the 5 year well visit yet? Reply 1 for Yes or 2 for No.

Dental Visits

text4kids: Recordatorio del examen dental. Elena debe ir al dentista cada 6 meses. Ya tiene cita para su examen dental? Envía 1 para Si o 2 para No.

Weight & Nutrition

text4kids: Teach Jordan to limit food and drinks that are high in fat or sugar, like candy, fast foods, and soda. Try to keep it for special occasions! Help Jordan learn to choose healthy foods when he is eating away from home. Go to text4k.com for tips.

Developmental Milestones

text4kids: This year Jordan's speech will really take off. Is he using 2 word sentences like "Want milk"? Reply 1 for Yes or Reply 2 for No.

HPV

text4kids: Julie has her 12 year doctor's visit coming up. Ask the doctor if she is caught up with vaccines (shots), especially the 3 doses of HPV. The Vaccines for Children Program provides NO cost vaccines for eligible kids under age 19. For more info, visit cdc.gov



CONNECT4HEALTH HEALTH PLAN MESSAGES

Health plan messages are designed to support member engagement, satisfaction & retention:

- Re-enrollment / re-determination
- Coverage information
- Services & benefits
- Incentives
- Member services numbers
- Connecting with lost members

Health plan messages are 100% Customizable

Re-enrollment reminder

There's not much time left to renew Emily and Adam's SoonerCare insurance. Please call 1 866 299 5634. If you already enrolled reply YES

Benefits


Welcome to SoonerCare. You are covered for medical but not dental or vision services. There is no co-pay on doctor visits or prescriptions

Lost members

SoonerCare has been trying to contact you. Please call 1 866 222 5938 to make sure you keep your insurance benefits

Member services

Here are some phone numbers for your phone book. Member Services 1 866 225 8864, Nurse Helpline 1 866 225 7789, Transport 1 513 227 1264





THANK YOU!

Daryn Kirkpatrick
 Director, Office of Creative Media & Design
 Email: Daryn.Kirkpatrick@okhca.org



True Colors



Lisa Hamblin

Extension Educator, FCS

Oklahoma Cooperative Extension Service



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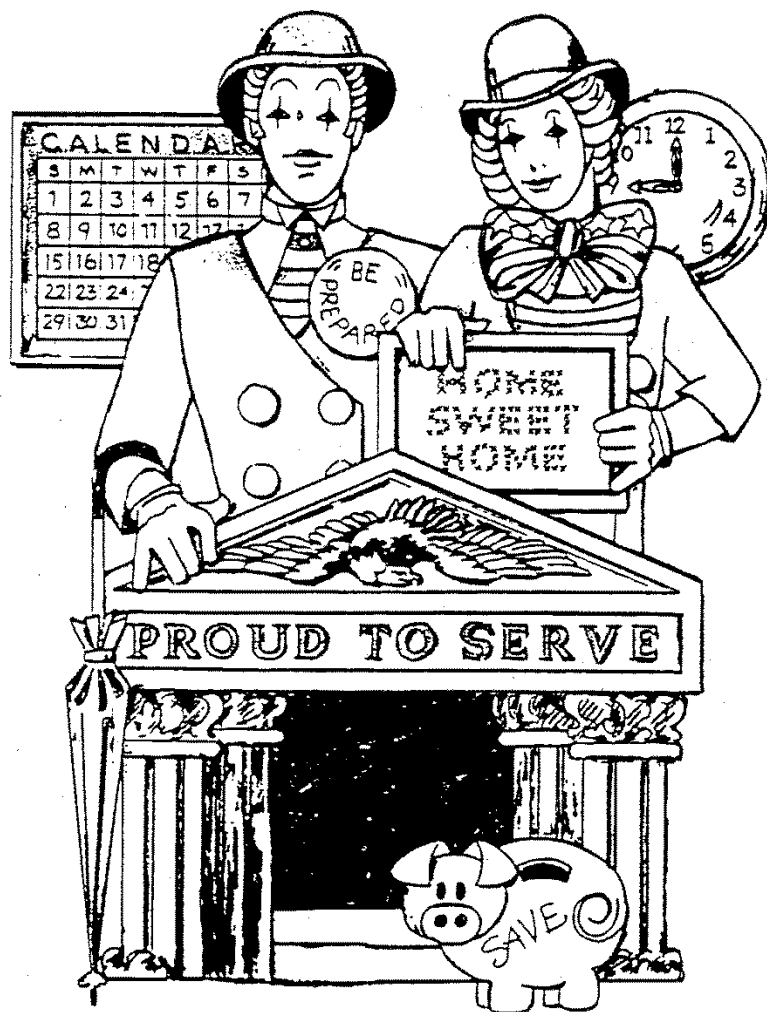
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Brighten Your True Color

Step 2

Orange

☐

Gold

☐

Blue

☐

Green

☐

Step 3

Active Opportunistic Spontaneous	<input type="checkbox"/>	Parental Traditional Responsible	<input type="checkbox"/>	Authentic Harmonious Compassionate	<input type="checkbox"/>	Versatile Inventive Competent	<input type="checkbox"/>				
Competitive Impetuous Impactful	<input type="checkbox"/>	Practical Sensible Dependable	<input type="checkbox"/>	Unique Empathetic Communicative	<input type="checkbox"/>	Curious Conceptual Knowledgeable	<input type="checkbox"/>				
Realistic Open-minded Adventuresome	<input type="checkbox"/>	Loyal Conservative Organized	<input type="checkbox"/>	Devoted Warm Poetic	<input type="checkbox"/>	Theoretical Seeking Ingenious	<input type="checkbox"/>				
Daring Impulsive Fun	<input type="checkbox"/>	Concerned Procedural Cooperative	<input type="checkbox"/>	Tender Inspirational Dramatic	<input type="checkbox"/>	Determined Complex Composed	<input type="checkbox"/>				
Exciting Courageous Skillful	<input type="checkbox"/>	Orderly Conventional Caring	<input type="checkbox"/>	Vivacious Affectionate Sympathetic	<input type="checkbox"/>	Philosophical Principled Rational	<input type="checkbox"/>				
Total Orange		<input type="checkbox"/>	Total Gold		<input type="checkbox"/>	Total Blue		<input type="checkbox"/>	Total Green		<input type="checkbox"/>

Brighten Your True Color

Step 2

Orange

2

Gold

3

Blue

1

Green

4

Step 3

Active Opportunistic Spontaneous	1	Parental Traditional Responsible	3	Authentic Harmonious Compassionate	2	Versatile Inventive Competent	4				
Competitive Impetuous Impactful	1	Practical Sensible Dependable	4	Unique Empathetic Communicative	2	Curious Conceptual Knowledgeable	3				
Realistic Open-minded Adventuresome	2	Loyal Conservative Organized	3	Devoted Warm Poetic	1	Theoretical Seeking Ingenious	4				
Daring Impulsive Fun	1	Concerned Procedural Cooperative	4	Tender Inspirational Dramatic	2	Determined Complex Composed	3				
Exciting Courageous Skillful	4	Orderly Conventional Caring	2	Vivacious Affectionate Sympathetic	1	Philosophical Principled Rational	3				
Total Orange		11	Total Gold		19	Total Blue		9	Total Green		21



Gold

- ✓ Prepared and thorough
- ✓ Order
- ✓ Routine
- ✓ Money & security
- ✓ Follow rules
- ✓ Rewards
- ✓ Can be counted on
- ✓ Care for others

“Plan ahead”

- ✓ Like to be useful
- ✓ Value family and home
- ✓ Traditional
- ✓ Parental
- ✓ Practical and sensible
- ✓ Generous
- ✓ Loyal



Green

“I’ll think about it...”

- ✍ Curious
- ✍ Ask questions
- ✍ Enjoy learning
- ✍ Get bored easily
- ✍ Need time alone
- ✍ Follow rules if they make sense.
- ✍ Calm & reserved
- ✍ Admire intelligence
- ✍ Like challenges and to figure things out.
- ✍ Don’t like to repeat things.
- ✍ Perfectionist
- ✍ Think in terms of the future.



Blue

“Do you need a hug?”

- ❁ Nice
- ❁ Easy going
- ❁ Get along with others
- ❁ Caring & nurturing
- ❁ Like reading, music & art.
- ❁ Express feelings openly.
- ❁ Honest
- ❁ Devoted
- ❁ Happy and loving
- ❁ Sensitive
- ❁ Supportive of friends
- ❁ Inspirational
- ❁ Spiritual
- ❁ Creative



Orange “Where’s the Action!”

- ! Free & spontaneous
- ! Likes fun & excitement
- ! Social
- ! Games and contests
- ! Likes to perform
- ! Learns by doing
- ! Don’t like rules.
- ! Bold & Adventurous
- ! Lives day to day
- ! Impatient
- ! Act on impulse
- ! Test limits
- ! Change
- ! Lots of Charisma
- ! Solve problems and negotiate.

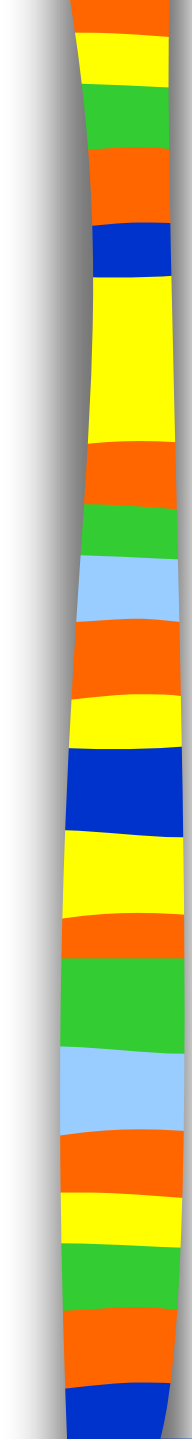


Activity

Brighten Your Colors!

List the values,
joys, needs,
strengths, and
stress/frustrations
of your colors.





Values - That which you hold in high regard. What is important to you!

Joys - What brings us the most happiness.

Needs - The bottom line, needs that give us reasons for living.

Strengths - What are our strongest points, what we are best at.

Stress/Frustrations - Can be everyday occurrences that we perceive as out of our control, we feel powerless, or not belonging.

Employee/Volunteer Keys to Success



What type of employee/volunteer are you?

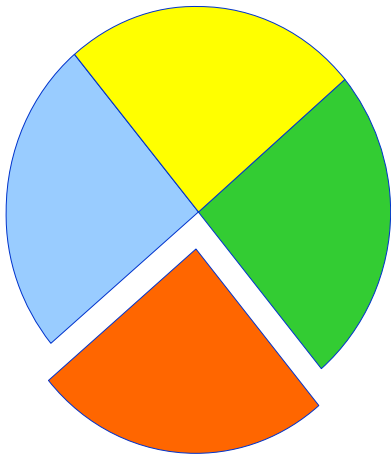
Active

Structure

Personal

Intellectual

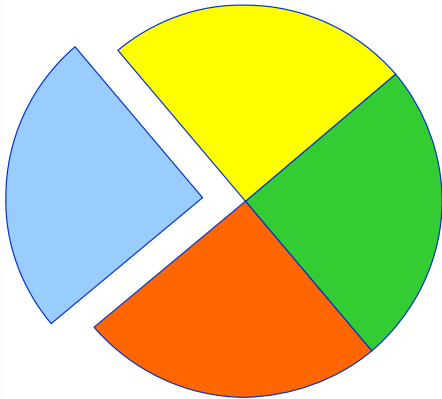
Orange... *You are Active!*



Their Employee Character

- Learn by doing
- Needs immediate results
- Is competitive and physical
- Enjoys being “on stage”
- Acts impulsively

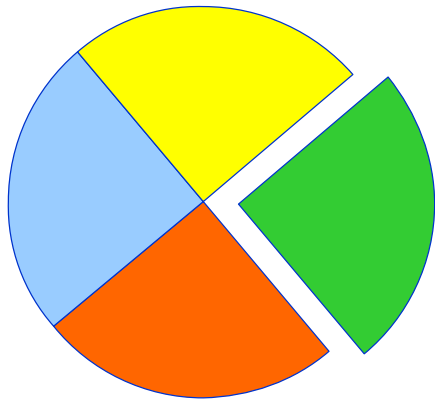
Blue... *You are Personal!*



Their Employee Character

- Works best in a group setting
- Needs to be valued and reassured
- Is sensitive to rejection and conflict
- Is verbal and good with languages
- Is imaginative and abstract

Green . . . *You are Subject-Oriented!*



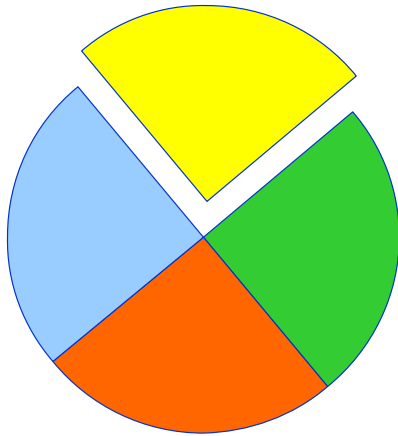
Their Employee Character

- Is logical and theoretical
- Is driven to understand
- Enjoys learning independently
- Needs to be challenged
- Is curious and conceptualizing

Gold... *You are Institution-Oriented!*

Their Employee Character

- Emphasizes punctuality and dependability
- Respects rules
- Thinks problems through before making a decision
- Thrives on routine and orderliness
- Has a strong sense of right and wrong



Leadership Keys to Success



What is your leadership style?

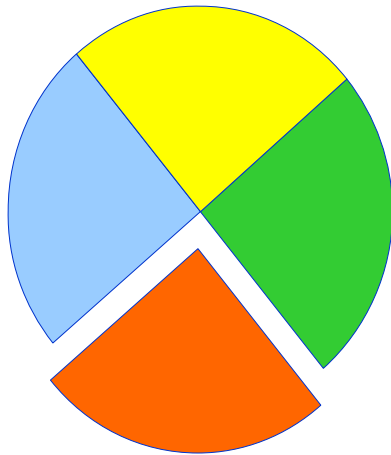
Trouble-Shooter

Stabilizer

Catalyst

Visionary

Orange... *You are the Trouble-Shooter!*



You are action-oriented.

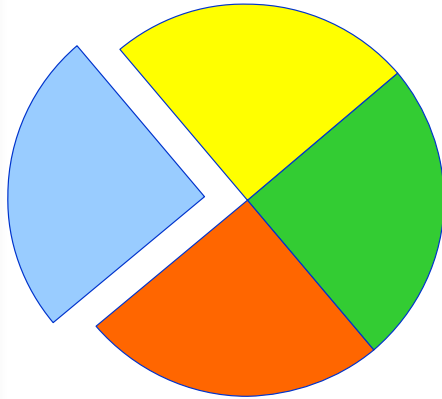
Your Leadership Character

- Welcomes change and risk-taking
- Deals quickly with concrete problems
- Lives fully in the immediate moment
- Receives high productivity from your staff
- Enjoys being the flexible, practical diplomat

Your concept of success emphasizes

Action ♦ Skill ♦ Variety
Performance ♦ Fun ♦ Freedom

Blue... *You are the Catalyst leader.*



***You are
people-
oriented***

Your Leadership Character

- Generates enthusiasm and energy
- Makes you a natural democratic leader
- Activates latent potential
- Focuses intuitively on your personnel's strength

Your concept of success emphasizes

Authenticity ◆ Harmony

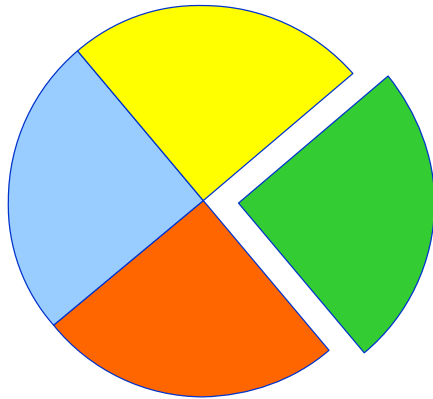
◆ Uniqueness

Self-actualization ◆ Cooperation

◆ Personal Relationships

Green . . . *You are the Visionary leader!*

Your Leadership Character



***You are
system-
oriented.***

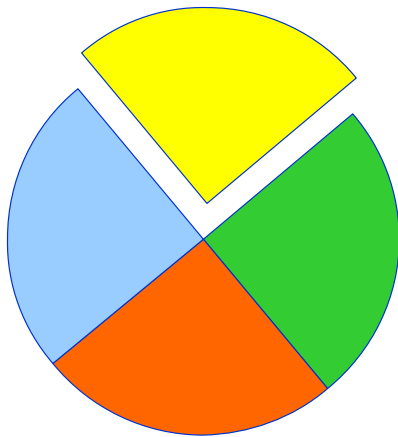
- Takes pride in technical know-how
- Is super analytical
- Enjoys the complicated
- Utilizes maximum self-control
- Takes a logical approach to knowledge

Your concept of success emphasizes

Clarity ◆ Principle ◆ Competence
◆ Potential Intelligence ◆ Logic

Gold... *You are the Stabilizer leader.*

Your Leadership Character



***You are
tradition-
oriented.***

- Sets up policies, procedures and rules
- Is the backbone of the organization
- Gives meticulous attention to detail
- Encourages team efforts
- Supports traditional values

Your concept of success emphasizes

Conformity ◆ Tradition ◆ Trust
Society ◆ Discipline ◆ Decisiveness